

APRIL NUMBER 1904

THE LARKIN IDEA

50 CENTS A YEAR



**15% INCREASED VALUE
PRICE UNCHANGED.**

All **SWEET HOME SOAP** shipped
after April 1st 1904 will be in
bars **15% LARGER** than
heretofore. The price remains
five cents per bar-
50 cents per carton.

"Wet weather treat I now with proud disdain,
My Alexombric shelters me from drenching rain."

HODGMAN'S ALEXOMBRIC RAIN COATS

FOR MEN AND WOMEN



No. 665 Woman's Rain Coat. Free for thirteen Certificates; or with \$10.00 worth of the Larkin Soaps, for \$18.00; or with \$26.00 worth of Soaps, for \$26.00.

No. 316 Man's Rain Coat. Free for twelve Certificates; or with \$10.00 worth of the Larkin Soaps, for \$17.00; or with \$24.00 worth of Soaps, for \$24.00.

For description see page 18.

Larkin Street,

Larkin Soap Co.

Buffalo, N. Y.

ESTABLISHED, 1875.



WASHING-DAY.

BY MRS. J. Q. BARLOW.

The clothes were all gathered, from Father's to Bessie's,
And all must be cleansed—sheets, blouses and dresses.
They were soaked over night until earliest light,
In water that flowed from the spring on the height.

Now put on your apron and tuck up your skirt,
For buttons look out and for pins be alert,
And cheerily singing while carefully wringing
From tub into basket, discard half their dirt.

The Rotary Washer stands ready near by;
With hot suds of "SWEET HOME" you may fill it quite high.
Now sort out the nicest, the finest and whitest,
And fill the machine just as full as they'll lie.

Then put on the lid and call in Johnny boy—
To keep him from mischief his time you employ—
And hear the boy singing, while steadily swinging,
A funny old song all about "Pat Molloy."

Ten minutes he gives them and then they are clean—
As soaking and rubbing can make them, I mean.
After sudsing and rinsing you can say without wincing
That each batch is ready to hang on the line.

But soft colors and woollens their own suds must get—
Suds made of "WHITE WOOLEN," the very best yet.
Now swinging and splashing they have had a good washing;
Johnny heaves a deep sigh, but not one of regret.

HERE'S TO THE WOMEN OF INDIANA.

That the publishers of Indiana have sensible wives is shown by this note from an enterprising firm in that State:

"We accept your offer of \$5.00 worth of Soaps in lieu of cash for our

directory. As our wives have the Larkin craze on the Soap question, we should have to send the \$5.00 or other money to you anyway, so pay us in Sweet Home Soap. With thanks.

"Very truly yours,
"Carpenter & Miller."

The publishers of the directory are to be congratulated on possessing wives who discriminate in favor of thrift and economy in the administration of their household affairs. May the Larkin Soaps cleanse the way from old-time soap-buying methods for all the women of Indiana!

GUEST-CHAMBER SOAP.

There are a great many little bedroom fads in country-house entertaining that indicate the *savoir-faire* of up-to-date housekeeping. One of

these is to leave the soap that is placed in a guest-chamber in the wrapper, to show that it has never been used. We have been among the first to recognize the fashion, and provide customers with "baby size" cakes of Modjeska Soap for the purpose, in dainty cartons covered with exquisite baby heads and delicate sprays of for-get-me-nots.

The price is ten cents per cake; 3 cakes, 25 cents.

This size may be included in an order for a box of the Larkin Soaps.

THE MAKING OF SWEET HOME SOAP.

Size of Bar increased, but not the Price.

THE proverb "Take care of the pennies and the dollars will take care of themselves" is nowhere more truly applicable than in a manufacturing business. It is the little economies, small in themselves, effected here, there, everywhere throughout a plant, that make for success. Throughout the Larkin factories no process is considered perfect, and no method of handling materials is considered beyond improvement. The effort to better the product and cheapen the cost of production is constant.

What may be accomplished by improvement in a manufacturing process is illustrated by the increase in the size of Sweet Home Soap, announced in this issue. This increase is due entirely to improvements introduced into the methods of preparing the soap for the consumer after it has been made. The fact that the benefit of every advance we make is given to the Larkin patrons, receives added support.

How the Sweet Home Soap is handled, from the time it is "finished" in the soap-kettle until it is sent to the

packing department in the neat paste-board cartons so familiar to all, is an interesting story.

Two of the seventeen kettles used in the Larkin Soap Co.'s great establishment are the largest in the world. These are used exclusively for boiling Sweet Home Soap. They each have a capacity of a million and a half pounds of fat and lye, and each is 30 ft. in diameter and 40 ft. deep. Six other kettles are half as large, for 750,000 lbs. each, and nine are of a million pounds' capacity.

There were dismal forebodings in certain quarters when the Larkin Soap Co. determined that kettles with a capacity of a million and a half pounds were to be used. It was not considered safe to attempt the boiling of so great a quantity of soap in one bulk, but foreseeing how such a radical advance would tend towards economy in production, the Larkin Soap Co. worked out an improvement so the kettles can be operated with perfect safety, notwithstanding their enormous capacity.

This improvement in production contributes materially to the superior

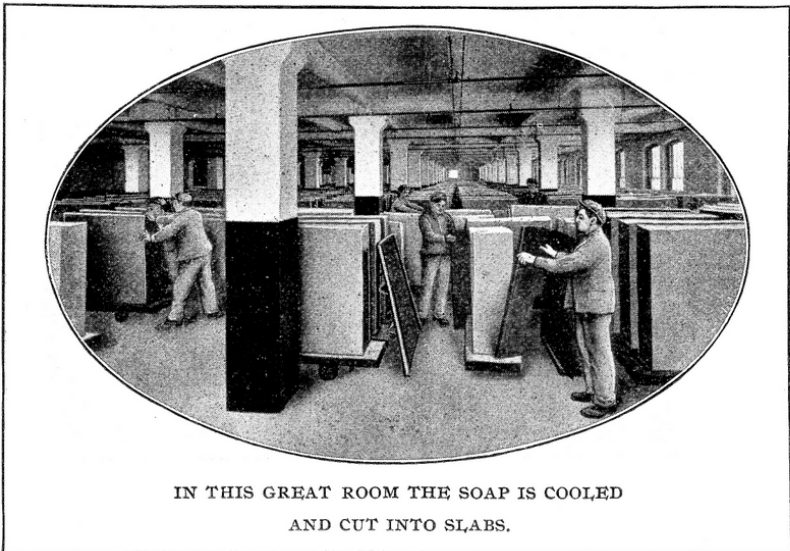
quality so noticeable in Sweet Home Soap, also towards the increased size of the bar. On account of the immensity of the mass boiled at one time, the cooling process is slower, which results in a finer texture in the soap. No more labor is required to attend the two great kettles than would be required for smaller ones. It being possible, therefore, to produce a greater quantity of soap without additional labor, the cost is reduced, and, as always, Larkin customers reap the benefit.

The bottoms of the kettles are in the first story of the Factory, standing on their own tremendously heavy steel and concrete foundation. Their tops are in the "kettle-room" on the fourth floor. When a kettle is ready to be filled, the materials used are run into it through pipes, from tanks on the floors above. As stated, each kettle will contain a million and a half pounds of materials, but the full quantity is not run in before turning the steam on for the boiling. Lye and tallow are not inclined to join forces readily, so small quantities are first introduced and under the melting

influence of the steam they soon learn each other's good qualities and how mutually beneficial a union will be. This point accomplished, the filling of the kettle and the boiling proceed.

Coiled in each one of these great kettles are a mile and a quarter of steam pipes—from which statement some idea may be had as to the amount of steam heat necessary for a boiling. A day or more is required for the saponifying process and after a laboratory test to ascertain if the whole is thoroughly saponified, a boiling with water follows. This "washes" the soap, and salt added to the water at the proper time, separates the soap from the lye and water; then after cooling for a few days, it is ready for the "crutching" machines.

From the kettle the soap is pumped to the "crutchers." There are twenty-one of these machines, each with a capacity of fifteen hundred pounds. In them is a whirling screw, like that which propels a ship. This rapidly stirs the melted soap. The crutchers accomplish in fifteen minutes what in the old days required some hours of



IN THIS GREAT ROOM THE SOAP IS COOLED
AND CUT INTO SLABS.

work by a man with a stirring-paddle shaped much like a crutch, from which they get their curious name.

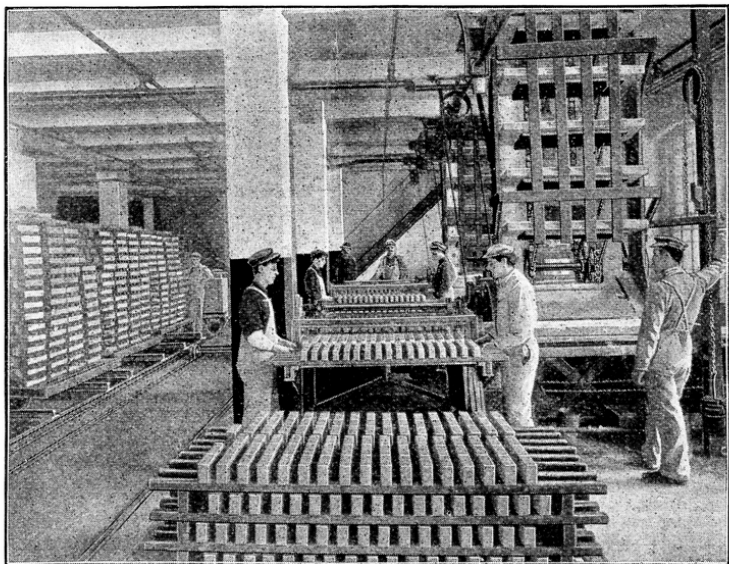
On leaving the "crutcher" the soap is regarded as finished, and it passes by gravity, while still hot and soft, into soap "frames." These frames are iron boxes 4 ft. long, 4 ft. deep and 14 in. wide, with removable sides and ends. They are mounted on iron wheels, and each will hold about 1,200 lbs. of soap. After being filled they are run into an enormous store-room, where the soap cools and hardens. This room is 232 ft. long and 85 ft. wide, and contains over 20,000 sq. ft. or about one-half an acre. In it hundreds of frames of soap are always cooling.

When the soap has hardened, the sides of the frame are taken off, leaving the great block of soap standing on its wheeled base. These blocks are then run to one end of the room where a machine draws a set of equally spaced

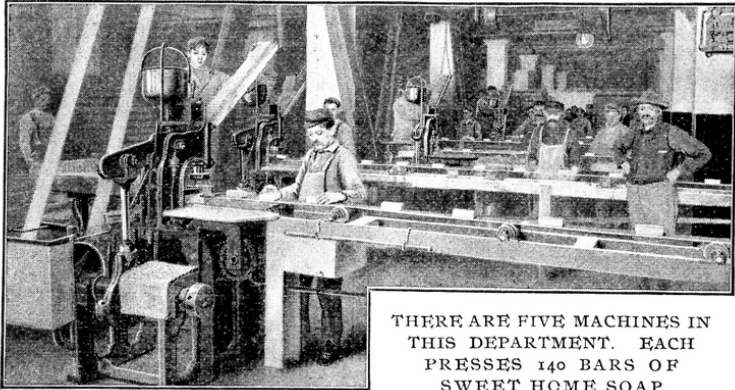
horizontal wires (piano wire is the kind used) through the block from end to end, quickly converting it into a pile of "slabs," each equal in thickness to the height of a bar of soap set on edge.

These slabs of soap are taken from the pile and placed, one at a time, on the shelves of continuous elevators, which lower them to another half-acre room below—an exact counterpart of the cooling-room in size.

The elevators deliver the slabs directly onto the tables of cutting-machines, which force a slab first lengthwise, then sidewise, against rows of vertical wires, with the result that the slab is divided into blocks just the size of bars of soap. These blocks are automatically delivered and equally distributed on to two wooden racks, the blocks being spread apart by pushing each alternate one across the first rack on to the second one, so that the



THE CUTTING TABLES CUT THE SLABS INTO BLOCKS OF SOAP READY FOR PRESSING.



THERE ARE FIVE MACHINES IN THIS DEPARTMENT. EACH PRESSES 140 BARS OF SWEET HOME SOAP A MINUTE.

air may readily come in contact with all their faces in the drying process which follows.

As the racks of soap are filled by the cutting-machine spreader they are piled on cars and run into the drying kilns. Powerful fans keep a current of clean, dry air, heated to the proper temperature, constantly circulating through these kilns; the soap receives a thorough drying as it passes slowly through them, consuming several hours in this process. There are four of these kilns, each 90 ft. long.

Emerging from the silence of the kilns, at the end opposite the entrance, the soap encounters the roar and clatter of machinery in rapid motion. Taken from the cars and racks it is fed down chutes, in a continuous column, into the pressing machines. One quick tremendous squeeze, lasting four-tenths of a second, between the dies of these machines, moulds and stamps a block into the bar so familiar over all this broad land of ours. From the presses, the bars of soap pass automatically to a rapidly running belt. There are five of these presses, driven by electric motors, and each turns out 140 cakes of Sweet Home Soap per minute. Other equally fast presses, in other departments of

the works, are as busy pressing White Woolen and Maid o' the Mist Soaps.

It is necessary to lubricate the dies of the presses a little to prevent the soap from sticking, and the soap thus surface-dampened must be dried again before packing; so the belts from the presses turn the bars of soap over to another set of belts that carry it through another kiln of the same length as those it passed through before pressing, where a strong current of hot, dry air flowing down over the cakes takes up this moisture, and they come out, at the end, dry and ready for packing. An ingenious arrangement of belts here transfers the bars to a great broad table-like belt running the length of the room between two rows of busy packers. This is the only place in the process of manufacture that the bars of soap are individually handled by human hands, so complete are the mechanical devices. The packers pick up the bars of soap as the well-loaded belt carries them along, and when the last packer is reached the belt is empty. The bars are packed rapidly and with wonderful deftness into the familiar ten-bar cartons, which are placed on another belt, running above the first and in the same direction. This carries

them on down the room to the box-packers.

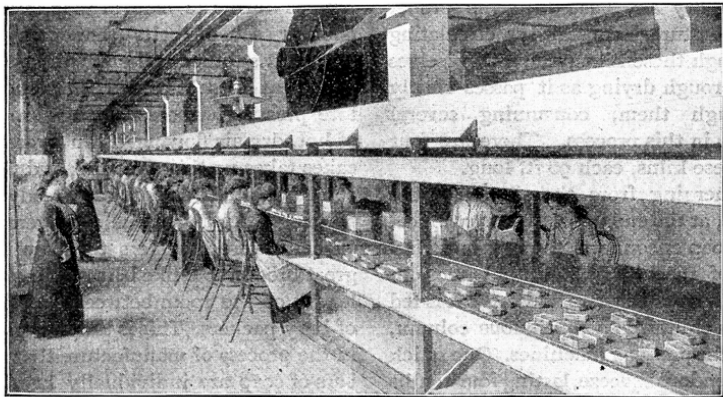
The return side of this latter belt, high above the busy scene, serves to carry the occasional marred or imperfect bars back to a receptacle whence they are returned to the remelters to be made into fresh bars, and retrace the course through kilns and presses.

Such, in outline, is the journey of Sweet Home Soap from kettle to packer. It is simple to describe; simpler still to watch. The soap goes swiftly, surely, steadily, to its appointed end, because the ways have been lubricated with brains, because every portion of the journey bristles with keen ideas and mature thought. Watch it closely and you will see that the soap travels no foot of unnecessary space, that no attendant makes an unnecessary move. It costs little to move a bar of soap a foot, but when millions of bars

traverse that same foot, it pays to cut it out if possible.

The whole plan is only another ramification of the all-pervading Larkin Idea. We deliver soap from Factory to Family direct; we have cut out every unnecessary expense between the factory door and the home of the consumer, and these improvements inside the factory have reduced the cost from the soap-kettles to the factory door.

We spare no expense to make the highest quality of soap. The soap is what the consumer buys, and it is our aim to give him the best. But from the instant the soap is made, every additional expense that is incurred results in the consumer's paying for something besides the commodity itself. Of necessity, a certain amount of expense is involved in the delivery of goods to the consumer; ever, to reduce that cost to the minimum is the Larkin Idea.



THE LOWER BELT CONVEYS BARS OF SOAP TO THE PACKERS—
THE UPPER ONE CARRIES THEM AWAY IN CARTONS.

BIG KETTLES CONVINCED HIM.

A recent visitor to our Factories said: "I have used the Larkin Soaps for some time, but I never had the slightest idea that you did business on so large a scale. The cleanliness of your

factory affords ample assurance of what the Soaps are, and after a look at the largest soap-kettles in the world, I am convinced that you people are 'It' in the Soap business."

THE WORLD'S WORK CONTEST For Girls and Boys.



In THE LARKIN IDEA for March we printed the First Prize paper on Why every girl and boy should use World's Work Soap. Following is the paper that was awarded second prize of \$3.00. It contains an interesting word-picture.

WHY EVERY GIRL AND BOY SHOULD USE WORLD'S WORK SOAP.

By VERNE FRENCH.

Summerland, California, is an oil town. Black oil wells are all along the beach—noisome spots on the fair face of our beautiful water-front. Here, too, are the asphalt-works, which convert the oil into asphalt, so that we have oil, oil all around.

As Jack Frost is seldom seen here the boys, and most of the girls, go barefooted all the year. Sand and oil mixed are used to construct our walks about the house; oil instead of water is used to sprinkle the big roads, to lay the dust; and as most boys and girls like to play with the warm and plastic asphalt, our hands and feet are a sight at night.

We used to use kerosene oil to cleanse them—it was the only thing we could get—but how dreadfully it smelled, and how I hated it!

I used to wish somebody would make some kind of soap that would make me clean, but alas! I never found that kind and cleansing friend until Mamma, through her Larkin Club-of-Ten, got some of your World's Work Soap. Then hurrah! as if by magic every stain disappeared and I was clean indeed.

I want all girls and boys to know that they can keep their hands and feet soft and white, and remove tan, soil and roughness by using what has been such a boon and pleasure to me—the peerless World's Work Soap.

Papa, who works in the drilling shops, says, "World's Work is the King of Soaps."

I believe he's right, and my wish is that the World's Work may continue to exist as long as there are girls and boys who need to use it.

A SONG OF WORLD'S WORK.

By DAISY H. MEADE.

Sing a song of World's Work,
The Soap that's best of all,
For people old, and people young,
And people big or small.

When you're four and think mud pies
Are just the greatest fun,
Then World's Work is the Soap to use
When baking time is done.

When you're twelve and love to pick
The cherries hanging high,
World's Work will take away the stains
That gather by and by.

When you're twenty and aspire
To literary fame, [dence
And vow with Youth's bright confi-
To win yourself a name;
You'll find this path to glory
Is a narrow, inky way;
But World's Work makes it easier
To travel day by day.

When you're forty and you feel
Quite settled and sedate,
World's Work is now a trusty friend
In early hours or late.

When you're sixty and the skies
Of life have grown quite gray,
You still will find a useful place
For World's Work every day.

And so through life you'll find 'tis true
World's Work is best of all,
For people old, and people young,
And people big or small.



Reprints allowed only by special permission of Editor THE LARKIN IDEA.

IT is gratifying to the lover of really good flowers to know that many of the old kinds, which have been neglected shamefully, are again coming into favor. Prominent among them is the Dahlia; but it is not the old very double type of this fine flower that is most popular today. The semi-double varieties, known as Cactus and Decorative, are most generally grown. There is a good reason for this; for these varieties have smaller flowers than the old kinds, and are therefore more graceful and better adapted for cutting. They are really quite as beautiful as the old doubles were, for they are not at all prim and formal, and they have the same wide range of brilliant and delicate colors. The Decorative class is very much like the old sort in shape, with half, or perhaps two-thirds, of the petals left out. I prefer these to the Cactus Dahlia; but those who are fond of grotesque flowers—like the ragged type of the Chrysanthemum, for instance—will admire those more.

To grow fine Dahlias, start the roots into growth before it is safe to plant them in the open ground, by putting them in large pots or boxes of earth, in the house. Do not break the roots apart when potting them. Do that when you put the plants in the garden. Have the soil made very rich, deep and mellow, and keep it so throughout the summer. Give water liberally. Make use of all the soapy water of washing-day, and between times use enough from the pump or cistern to keep the soil quite moist as far as the roots run down. This and good feeding

are very important in the successful culture of this plant. As the stalks are brittle, provide good supports. Set a stout stick by each plant, and tie the main stalks to it firmly with broad strips of cloth. A string would cut into the tender growth. When putting your plants in the ground, break the old roots apart. Each tube that has a sprout attached will make just as good a plant as you would get if you were to leave the whole bunch intact—better, in fact.

The Poppy is another of our neglected plants,—that is, some varieties of it, like the large, very double sorts with fringed petals. The Iceland and Shirley strains have been grown quite extensively for the last few years. Lovely as these are in both form and color, they do not justify us in overlooking the older sorts whose blossoms are as large and as ornamental as any Peony. Some of them have crimson or purple petals fringed with pure white; others are white, fringed with red or rose. All are lovely. To get the best effect from them, grow them in a mass. Cut the flowers as fast as they fade. If you want them for use in vases, cut before quite expanded.

The Balsam is a most lovely flower when given a chance to display its beauty to good advantage. If the plant is left to itself, there will be so many leaves all up and down the main stalk and side branches that the flowers will be almost hidden from sight. But if you clip away these leaves the branches will show wreaths of bloom almost as lovely as miniature Roses.

The texture of the petal is very delicate, and glows with a silken luster when looked at closely. The colors are very beautiful,—rich crimson, purple, lilac, soft rose, carmine, and pure white—and there are many varieties striped and splashed with white, and some spotted all over with the color in a most peculiar fashion. The Balsam of today is very double, and its flowers are produced so freely that they crowd each other along the stalks. Sow the seed in the open ground after all danger of frost is past.

When you bring your Oleanders and Oranges from the cellar, quite likely you will find scale on many of their leaves. Prepare a decoction of Sulpho-Tobacco Soap and wash every portion of the plant thoroughly with it. Scrub the branches, and go over the foliage leaf by leaf. This way calls for considerable hard work, but it is work that pays; for you do not want your plants to begin the season with a fight on their hands.

Cut your Fuchsias back at least one-half. Repot, if necessary—and it generally will be, as the nutriment in the soil was probably well exhausted last season. Get your plants to growing as early as possible, and push them ahead rapidly, in order to get as much as possible out of them during the summer. Do not attempt to hold them in reserve for winter, as Fuchsias are really summer-bloomers, and comparatively worthless for winter use, with two or three exceptions. If the aphid attacks them, use Sulpho-Tobacco Soap. Water freely. To allow them to get dry at the roots is sure to injure them severely. They may be half the season in recovering from a check received by neglect of this kind. Two or three times a week shower them overhead well, being careful to get the water to the under-

sides of the foliage. This will keep the red spider down. When they begin to come into bloom, apply fertilizer fortnightly. Give slender varieties some kind of support. An iron rod with wire branches is excellent, as there is no danger of its rotting off in the soil, and breaking over with the weight of the plant, often utterly ruining it. Get a blacksmith to drill holes through the rod, and then run stout wires out and in among them in irregular fashion to furnish support for the side branches.

IDEAL PROFIT-SHARING.

To each Larkin Factory-to-Family customer, the net financial result of every purchase is that for the Soaps, the other Larkin products, and the Premium, all that is paid is the cost of manufacture, with a manufacturer's regular, narrow profit added—one profit only, and that the narrowest one in the usual chain of three or four profits, sometimes more.

Our output of Soaps and Toilet Preparations is so great that this small profit on them is a requital for our effort, and we can afford to handle the Premiums with no charge made against them whatever for a profit; so on the Premium, as on the Soaps, only its manufacturer's same narrow profit is paid.

Could profit-sharing more practical be devised? And how could this profit-share on the family's purchase of Soaps be better or more pleasantly used than it is in the form of a Premium, the (manufacturer's) price of which is entirely paid by this profit-share?

The Premium is a quick tangible dividend upon one's acceptance of advanced business methods—The Larkin Idea—by which the unnecessary and expensive, although convenient services of the middleman—who adds nothing to value—are dispensed with.

The Larkin Idea.

PUBLISHERS' ANNOUNCEMENT.

The subscription price of THE LARKIN IDEA is 50 cents per annum.

It is published on the first day of each month, and will be mailed to any address in the United States or Canada for one year upon receipt of the subscription price.

Back numbers cannot be furnished.

THE LARKIN IDEA will be mailed free for one year to every sender of three Orders for the Larkin Soaps within twelve months. To one who continues to send Orders, the paper will be mailed regularly until twelve months after the date of receipt of the last of three orders received within a year.

Short contributions are requested from any patron who has something to say that will interest others.

Larkin Soap Co. Publishers.

FACTORY-TO-FAMILY
SOAPMAKERS, PERFUMERS, CHEMISTS, REFINERS.
Factories and General Offices, BUFFALO, N. Y.
Established, 1875.

Branch for West-of-the-Mississippi patrons,
PEORIA, ILL.

LOCAL BRANCHES :

19 Eliot St.,	- - -	BOSTON.
211, 213 N. Broad St.,	- - -	PHILADELPHIA.
49 Barclay St. and	{	NEW YORK CITY.
52, 54 Park Place,		

FROM FACTORY TO FAMILY.

Manufacturers create value: middlemen add cost. Most manufactured goods are sold to the consumer at from two to four times the cost of production. This is because the goods pass through many hands: from the factory to the sales agent, from the sales agent to the wholesaler, from the wholesaler to the retailer, from the retailer to the consumer. Each "middleman" adds his expenses, his losses, his profits, etc.; all this is piled up in the retail price, and must be paid by you!

The Larkin Idea: Save all cost which adds no value.

WHEN MANDY STARTS TO WASH.

When Mandy sets the b'iler on,

An' hustles up th' fire,

An' starts a-stirrin' up of starch

An' h'ists 'er sleeves up higher,

W'y, then you know th' war is on.

It ain't no time to josh;

Th' on'y thing to do is—git,

When Mandy starts to wash.

Cold beans an' bread an' coffee's all

I'll get to eat that day,

An' 'tain't no use to stay around

An' git in Mandy's way;

Fer then she'll set me hard at work

A-rinsin' out—kersplosh!

Ye can't stay 'round th' house an' shirk

When Mandy starts to wash.

An' so I kinder hem around

'At my terbaccer's out;

Fer down at Job's (th' corner store)

Th' boys all set about

A-lookin' jest as sheepish-like

An' chawin' crackers—Gosh!

I ain't th' on'y shif'less one

When Mandy starts to wash.

'Nen I go amblin' down th' road,

A-feelin' sneaky-like,

To jine in with th' other boys

'At's sorter out on strike;

A feller can't help feelin' mean

'S long 's he can't josh.

Th' on'y thing to do is—git,

When Mandy starts to wash.

—*Lippincott's Magazine.*

But since she's got some Sweet Home

There's sunshine in the air; [Soap

Fer me an' Mandy sets around

Without a bloomin' care.

No longer do I have to git,

When Mandy starts to wash;

She looks so bland an' smiles so sweet,

I jes' hike in an' josh.

Over 35,000 pounds of paper—more than a carload—were used to print this issue of THE LARKIN IDEA.

To all who are expressing a liking for and an interest in THE LARKIN IDEA, we give thanks. We are striving to make it useful to every Larkin customer.

This is indeed a Sweet Home number. The occasion is brimful of cause for mutual congratulations.

To provide 15 per cent. larger bars of Sweet Home Soap, of improved quality for the same price, is an achievement of which we are justly proud.

On page 2 we tell how it is done. The story is an interesting one, and we believe it is worth while to learn how a great business masters the problems of economics.

A like perseverance permits the reduction in price of Modjeska Violet Perfume from 60 cents to 50 cents per 1-oz. bottle, and with its quality improved. Our constant effort is to increase value but not price.

House-cleaning and house-furnishing are made easy with the Larkin Soaps and Premiums. The Soaps cost no more than the storekeepers charge for other kinds, and the Premiums are free.

On the last cover page we offer an improved Reclining Chair—better than the former one in style, quality, comfort, convenience. Diligent labor was required to get this better chair without increasing cost, but we accomplished it.

To obtain a Kitchen Cabinet to give with \$10.00 worth of Soaps, of such quality that it would satisfy discriminating Larkin customers, necessitated much persistent effort. We found it, however, and it is illustrated and described on third cover page.

We believe men and women will welcome Rain Coats and Mackintoshes among our Premiums. The illustration on second cover page shows how they look; the description on page 18 tells all about them. They are one of the necessities. Larkin customers deserve, for their progressiveness, all

the comforts and conveniences it is possible to obtain.

Larkin Shoe Polish is a new member of the Larkin Polish family that will soon be followed by others. Additions to the Larkin list can be announced only as extensive preparations are completed promptly to supply the large demand sure instantly to follow each announcement—so many are the Larkin homes and so gratifyingly hearty is their interest in our new products.

Not so very long, now, until the flowers bloom, and amateur, as well as professional gardeners are making ready. Sulpho-Tobacco Soap, from which an insect-destroying but otherwise non-injurious infusion is easily made, should be ordered at once. For 13c. we send, prepaid, a 3-oz. cake, which makes 1½ gallons of the prepared solution. Like all Larkin products, it is the best obtainable for the purpose for which it is intended.

MODJESKA VIOLET PERFUME.

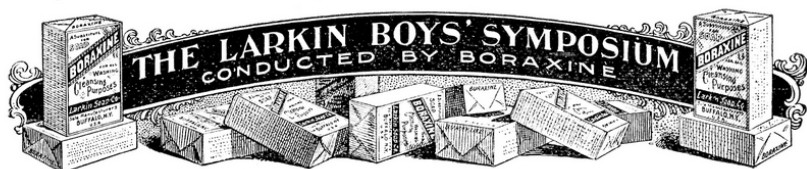
On and after April 1st the price of Modjeska Violet Perfume will be 50c. per 1-oz. bottle, reduced from 60c.

To all orders that include Violet Perfume listed at 60c., other goods will be added to the value of 10c. for each bottle ordered. If five bottles at 60c. are ordered, six bottles will be sent.

A YEAR'S SUBSCRIPTION TO THE LARKIN IDEA GIVEN AS A PRESENT-FOR-CASH.

In compliance with requests from Larkin customers, henceforth we will allow the sender of cash with order the choice of a year's subscription to THE LARKIN IDEA, or the usual 50 cents' worth of Soaps of his selection, as a Present-for-cash.

The publication will on this offer be sent to any address desired, which affords an opportunity to send it to appreciative friends.



Last month I promised to tell you about some Premiums that I thought would contribute to your pleasure during the spring and summer months.

The boy who is fond of outdoor sports will need a fishing-rod to make him supremely happy. When the woods and fields invite him abroad, then it is that he feels he must fish; but to get the most fish and the most enjoyment, he must have good implements with which to work.

Our Split Bamboo Rods, each free for one Certificate, are the best there are for all ordinary fishing.



Choice of two offers.

No. 22. Bait Rod. Hand-made split Bamboo; length, 9 ft., in three sections; nickel mountings; reel-seat above hand; large standing guides closely wound in three-color silk; cork handle. This Rod has an extra tip that fits into the butt, making a stiff Rod, 6 ft. long, for casting or trolling. Weight, 10 oz.

No. 21. Fly Rod. Length, 9½ ft. Extra tip. Same construction as Bait Rod. Reel-seat below hand; cork handle. Weight, 7 oz.

Another useful Premium is the Fishing Tackle Outfit, free for two Certificates.

Outfit consists of

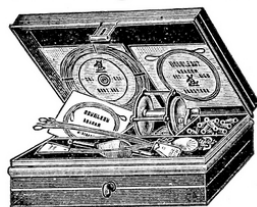
1 tin tackle-box, divided into four compartments, with handle on cover;

1 nickel-plated double multiplying reel, with adjustable click and drag and ivory handle;

25 yds. oiled-silk line;

½ doz. single gut perch hooks;

½ doz. double gut bass hooks;



2 double gut leaders;

1 No. 4 nickel-plated fluted trolling spoon;

1 doz. assorted spiral end sinkers;

1 painted cork float.

How many boys are aware that a Single-shot Air Rifle shoots better than a Repeater? For this reason we have offered, for one Certificate, our Queen Take-down Single-shot Air Rifle, well made and nicely finished; a



strong shooter; meets with great favor.

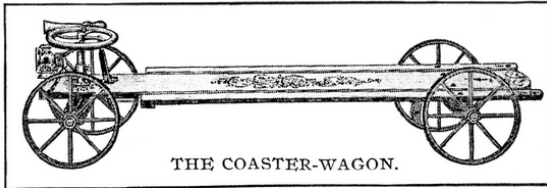
Stock is of genuine Black Walnut, polished. Air chamber and shooting barrel of seamless Brass-tubing, Nickel-plated and polished. The barrel can be instantly removed. Will shoot B. B. shot or 17-100 darts.

The Coaster-wagon, free for five Certificates, or given with \$10.00 worth of Soaps for \$10.00, repays, in glorious sport, the little effort required to earn it.

Coaster-wagon with 16-in. wooden artillery wheels. Center-board of well-seasoned Ash, natural-wood finish, varnished, is 6 ft. long, 8 in. wide, with 2-in. strips at sides. Very strong; will carry six passengers. The construction is such that runners may be substituted

for wheels, or *vice versa* in a few moments. Equipped with a handle-lever brake, and automobile steering wheel, a new and attractive feature.

The Automobile Horn is free for one



THE COASTER-WAGON.

Certificate, and the Majestic Bicycle Lamp, for one Certificate and 25 cts.



Edwin Snape, Mattoon, Ill., writes: "I am only six years old, but am going to write you a letter. I go with my sister Sarah to take orders, and I help her deliver the Soaps with my Larkin Express Wagon. I like Cold Cream and Sachet Powder. Please put my picture in *THE LARKIN IDEA*."



Mrs. Winifred H. Austin, Union Springs, N. Y., writes: "My little boy Burton was six years old in February. Last December he took orders for and delivered a \$10.00 box of your Soaps, without help from anyone. He would ask our friends and neighbors to write on his paper what they wished to order. He is much pleased with the Chautauqua Desk he earned, and he will send another order as soon as the weather gets warmer. Burton likes to hear me read *THE LARKIN IDEA* aloud."

Arthur H. Schmuck, Windsor, Pa., writes: "I am a little boy but I can take orders for your Soaps and help deliver them. I like to do it, for we get nice things to have in our home. When I get bigger, I hope to sell more. I am glad that you went into the Soap business."



William Miller, New Haven, Conn., writes: "I am thirteen years old and I've sent you four \$10.00 orders. I have earned a Reclining Chair, Enameled Bed, Morris Chair and Chatelaine Watch. I am satisfied with all the Premiums and enjoy earning them. I like to read *THE LARKIN IDEA*."

Norton C. Marshall, Reed City, Mich., writes: "I have been earning Larkin Premiums for more than a year and I'm pleased with them all. I enjoy selling your Soaps, but most of all I enjoy the Premiums. I am twelve years old. I hope to continue with you with as much success as I have had in the past."



On page 23 we advertise Larkin Shoe polish, a black, waterproof paste, at 10 cents per box. Boys will find it the best blacking for their shoes, and a ready seller when earning Larkin Premiums.

THE SURPRISE AT UNCLE SILAS ALGERS'.

By L. ELSIE ATWOOD.

It had been thawing all day, but towards evening fickle March chilled the air and it began to freeze.

Mr. Alger predicted a good crust on the snow in the morning, and promised that the three boys might start early for Uncle Silas'.

"May we really, Pa?" cried Robert, the eldest.

"And stay all night?" added Chad.

It was sugaring time. Uncle Silas lived more than three miles away. The trip thither over the hills, and the sugaring off, meant heaps of fun to the three boys, who were promised they might stay all night and return early the following morning.

This was to be five-year-old Teddy's first visit without Pa or Ma; but this year they had a new Bob-sled, and he was five now, and why shouldn't he go?

Teddy was the first to awaken in the morning. Sliding from his crib he crept into Robert and Chad's room with the Auto-horn.

"Squawk, squawk!"

How the boys jumped! All dressed quickly, ate a hurried breakfast and were soon on the way.

Robert and Chad took their rubber boots and Teddy carried the Auto-horn, "So they'll know we're comin'," he said.

What fun they had! How the Bob-sled sped down, down the long smooth hills. The auto-steering wheel and lever-brake made it a safe and easy sled to handle. And how short the journey seemed! Almost before they knew it, they slid right into Uncle Silas' dooryard.

"Squawk! Squawk!"

And Uncle Silas, Aunt Susan, Aunt Selina, and Aunt Melinda rushed out and were "so glad to see brother Bill's boys."

"But what's that consarn ye come on?" asked Uncle Silas.

"That? That's our Bunker Hill Bob-sled; got it for Christmas," said Robert.

"And we've got some wheels to put on it, 'in the good old summer time' if it ever comes," said Chad.

"An' a horn to squawk," said Teddy.

"Sho! Ye don't say! An' ye can put wheels on it?" mused Uncle Silas, beholding it with admiration.

"Where'd ye get it, anyway?"

"With Larkin Soaps," said Robert.

"Ma says it's time you folks got in line for some of their Soaps and Premiums."

"Robert's got a Camera and Stevens Rifle, and I've got a Tool-chest and Express Wagon," said Chad.

"And I've got a 'Locipede," said Teddy.

"We're going to have a Palmetto Tent, a Lawn Swing and a Hammock," said Robert. "Pa and Ma say it pays us to earn these things; for it keeps us busy, out of mischief and we couldn't have so many things if it weren't for Larkin."

"Sho!" said Uncle Silas.

"Do tell!" said Aunt Susan.

"I never heard the beat," said Aunt Selina.

"Nor I, either," said Aunt Melinda.

Then Uncle Silas and the two older boys went up to the sugar-camp in the woods.

What a glorious time they had; and Teddy in the house had just as good a one helping Aunt Susan make cakes of golden yellow maple-sugar.

"We had a party," said Teddy to Aunt Susan, "an' lots of folks were there, and our Graphophone made music an' everybody liked it. Ma got it from Larkin's—she's got lots and lots of things."

Down in the barn that evening Uncle Silas slipped a ten-dollar bill into Robert's hands.

"See here, young feller, keep it dark, but tell yer ma to send an' git me a

box of Larkin Soaps. An' say, git me one of them new-style Reclining Chairs that is advertised on the last cover page of this number of THE LARKIN IDEA. I'd jess like to see yer Aunt Susan restin' in one o' them chairs—an' say, tell yer ma I want a good mess o' Witch Hazel Shaving Soap an' some World's Work."

After milking time, Aunt Susan called Robert behind the pantry door.

"There's ten dollars, Bob; I want

some Larkin Soaps, but don't tell a soul but your ma, and tell her to send and get me a McKinley Rocker for your Uncle Silas. How noble he'll look rocking away in it!"

And Robert went to bed that night with \$20.00 and two secrets. The next day both were given his mother, and they believed Aunt Susan and Uncle Silas would enjoy a surprise and many happy days after the Soaps and Premiums were landed in their dooryard.

IT DOES HALF THE WORK.

They may talk about their powders

And their soaps for washing clean;

But for woodwork, clothes and dairy

Nothing equals Boraxine.

Boraxine for washing windows

There is nothing can excel—

Yes: for all one's household cleaning;

Nothing does it half so well.

Boraxine! Boraxine!

Makes your clothing fresh and clean.

Keeping linen clear and white,

Saving money, time and might.

SALT THAT LOSES NOT ITS SAVOR.

Its Rescue from Waste Material benefits Larkin Customers.

In earlier days of Soap manufacturing the sewer was the recipient of much that should have been profit. It is still in establishments where economy in production is not used. A fair illustration of how the Larkin Soap Co. takes care of every detail that will effect a saving is furnished by the closeness with which salt, used during the process of boiling Soap, is pursued, brought back, used over again, and the process repeated time after time.

As mentioned in the Sweet Home Soap story in this issue, salt is thrown into the soap-kettles at a certain stage of the boiling, to separate the Soap from the water. The water, *i. e.* the spent lye, contains not only the salt,

which is in solution, but also three per cent. of Glycerine. The mixture is run through pipes to the Glycerine Department, where it is thoroughly and absolutely purified. It goes to the evaporators and the pursuit of the salt begins. The saving of the three per cent. of Glycerine is really responsible for the rescue of the salt, but both work together toward economy in production.

As the liquor is evaporated, the percentage of Glycerine gradually rises from three to ninety per cent. and the amount of liquid shrinks and shrinks, leaving the salt less and less refuge in which to hide itself in solution, until, finally, there are the salt crystals again dry and ready to go back to the great salt cellar in which the salt is kept, prepared for many more trips through the soap-kettles.

The salt makes the journey over and over again. Fresh salt is added each time to cover all shrinkage. The saving that results from this method of operation is by no means small. In the course of a year, it amounts to considerable and emphasizes the fact that in the Larkin Factories nothing is left undone to economize in production; for from seemingly waste, or consumed material, enough of goodness can be wrested to make possible the saving of expense, with its consequent benefit to Larkin Customers.

Who'll buy my Lavender?

Words by
CARYL BATTERSBY, M. A.

Music by
EDWARD GERMAN

Allegro Vivo.

Voice.

Piano.

p

rall.

a tempo.

p

La - dies fair, I bring to you Lav - en - der with
spikes of blue; Sweet - er plant was ne - ver found Grow - ing on our

COPYRIGHT, 1896, by BOOSEY & Co.

Ladies fair, I bring to you
Lavender with spikes of blue;
Sweeter plant was never found
Growing on our English ground.

Lavender shall turn your rooms
Into gardens full of blooms;
You shall almost hear the bees
Humming drowsy melodies.

Who'll buy my lavender? etc.

Who'll buy my lavender,
Sweet, blooming lavender?
Who'll buy my lavender,
Sweet, sweet lavender?

Velvet gown and dainty fur
Should be laid in lavender,
For its sweetness drives away
Fretting moths of silver-grey.

Who'll buy my lavender? etc.

Ladies fair, I pray that ye
Like the lavender may be,
And your fame, when you are gone,
Still in sweetness linger on.

Who'll buy my lavender? etc.

MODJESKA LAVENDER TOILET WATER.

We know perfectly well who'll buy our Lavender—the latest addition to the delightful Modjeska Toilet Waters—so our readers needn't think that there is anything personal in the title of the charming song published by Boosey & Co., of New York, and used here through their courtesy.

Both words and music are so sweet—so suggestive of the sweetness of Lavender, that we know they will be enjoyed. We are glad to have Lavender among our Toilet Waters, for it's such a quaint, old-fashioned odor, bringing to mind the good old days when

"Every garment's gentle stir,
Was breathing rose and lavender."

Our success in preserving so delightfully the fragrant odor of Sweet Lavender will be appreciated, we believe, by all Larkin Customers.

Like the other Modjeska Toilet Waters, Modjeska Lavender is put up in 4-oz. sprinkler-top bottles, retailed at 50c. each, and like all the Larkin products, its quality is superior in every way. Modjeska Eau de Cologne, announced last month, met with a cordial reception.

SEND US YOUR NEW ADDRESS.

We urge every LARKIN IDEA subscriber and every Larkin customer to inform us promptly of a removal causing any change of address. This is needful to avoid interruption in receipt of this magazine at your home.

Price Reduced—Quality Improved.
Modjeska Violet Perfume.



Our Violet Perfume is a powerful concentration from Violets, made by the most advanced process. Mingled with the true Violet odor it has that pure, cool aroma of the green stems, so characteristic of the fresh flowers.

Price reduced to 50 cents per 1-oz. bottle.
Former price, 60 cents.

PREMIUM LIST NEWS.

The 44th edition Premium List, now current, contains a number of new Premiums. For lack of space we could not give them notice in the March number of *THE LARKIN IDEA*. The 45th edition Premium List will be in circulation almost as soon as the April *IDEA* reaches our patrons, so we give a brief outline of the changes and additions for both.

WATCHES. We have greatly improved our watches by reducing the size of case, both in diameter and thickness. In all of our twenty-year gold-filled cases, we offer a choice of the new plain polished, the engine-turned or an engraved finish. In finish and time-keeping qualities we recommend the justly celebrated Seth Thomas movement as equal to that of any of the standard American watches. We have added a few watches of other manufacture. This gives our customers a wider range of selection.

CLOCKS. Our line of clocks has been added to and improved. The design of the Seth Thomas Mantel Clock (with Horse Ornament) has been changed and the 45th edition will show a new one with rounded top, without the horse ornament, on same terms.

LEATHER GOODS. We are offering leather goods more extensively than ever, and our 45th edition will contain some very choice pocketbooks, card-cases, etc., while the 44th edition offered a new wrist bag, music bag, traveling bag and suit-case.

CROCKERY. As announced in *THE LARKIN IDEA* for February, our crockery is now made in the Buffalo Pottery, the best equipped pottery in the United States. Our patrons will receive exceptional value in the various offers.

STOVES. Our Wickless Blue-flame Oil Cook-stove for the season of 1904 will have the new cabinet base and water-shed grate. We sell many thousands of these stoves every summer,

and housekeepers all over the country tell us they would not be without them for many times their cost.

GO-CARTS. Our Go-carts and Baby Carriage will be changed in a few respects to accord with this season's styles. All are strictly up-to-date.

REED FURNITURE. Design of our Sweet Home Reed Rocker has been changed for a larger, finer one, without increase in price. For the summer home, or for the all-the-year-round home in summer, reed furniture is daily growing in popularity. It is airy, yet comfortable. Listen for something interesting in the May number regarding our Reed Tete-a-tete.

COUCHES. As will be seen by reference to page 19 of the Premium List, we have added two new couches, both with roll-edge and tufted. They are exceedingly handsome. Checked velour is the vogue, and we are offering the option of this covering on Nos. 5, 6, 7, 8 and on the Adjustable-end Divan. We are justly proud of our couches.

Casually we mention that our rugs and curtains all are leaders in their several styles; that our musical instruments, sporting goods, cameras, fancy articles are all selected with great care; that our furniture and household articles are the standard of excellence.

RAIN COATS. Hodgman's Alexom-bric water-proof garments are so widely known that we need not dwell on the quality, except to say that it is sure to give satisfaction. The cloth is specially treated with a preparation that makes it non-absorbent.

LADY'S RAIN COAT No. 665 can be furnished in light-weight wool Melton, in Olive-Brown, Black or Navy Blue, or in Mohair in Oxford or Tan shades. The Mohair is as light as silk and makes a good general-wear wrap for warm weather, while the Melton garments are better for cooler weather. All are made without lining, double-breasted, fitted in at back with

folds; have side plait on sleeves, pointed cuffs, detachable triple-cape, roll collar, long belt with one button in front, two pockets, and all the tailor-made touches. The size-number indicates bust measure. Size No. 34 is 54 in. long; No. 36, 56 in. long; No. 38, 58 in. long; No. 40, 60 in. long; No. 42, 62 in. long.

MAN'S RAIN COAT No. 316 comes in four colors, Oxford, Olive-Brown, Black or Navy Blue, in the light-weight wool Melton only. It is thoroughly tailor-made. Fly front with single-breasted narrow reverse, horizontal pockets, plain collar, plain sleeve, Venetian sleeve and body lining, padded shoulders. Length, 52 in. Chest measure, 34, 36, 38, 40, 42, 44 and 46 in.

With belted back, 75c. extra.

MACKINTOSHES. The celebrated Hodgman make, in the prevailing style, for Men and Women.

LADY'S WAKEFIELD LONG MACKINTOSH. Free for five Certificates; or with \$10.00 worth of the Larkin Soaps, for \$10.00.

Choice of Black or Navy Blue wool Cashmere with woven fancy lining, rubber interlining. Fly front, loose back, single cape, long narrow belt buttoned in front, full sleeve with pointed cuff. Sizes, same as in Lady's Rain-coat offer.

MAN'S DOUBLE-BREADED MACKINTOSH. Free for five Certificates; or with \$10.00 worth of the Larkin Soaps, for \$10.00.

Choice of Black or Navy Blue wool Cashmere, or Tan or Oxford Covert cloth, with printed lining, rubber interlining. A well-tailored coat. Velvet collar, broad shoulders, full length and sweep. Sizes, same as in the Man's Rain-coat offer.

THE LARKIN SHOE POLISH

Shines men's, women's and children's black shoes with a durable water-proof lustre.

EXTRA SUPER INGRAIN CARPET.

In the May number of THE LARKIN IDEA we shall place before our customers a most attractive selection of choice patterns of Ingrain Carpet, in all wool and with cotton warp. They have been carefully chosen; and include a variety of patterns and colors, the very latest effects.

Our arrangement with the mill, one of the largest in America, enables us to give extraordinary values.

Carpets may be ordered in lengths to fit any room, and if desired, will be matched and sewed without extra charge.

CLEANING WINDOWS.

Window-cleaning, a necessary part of the household routine, need not be an arduous task.

The janitor of one of Buffalo's large buildings, whose numerous duties keep him on the alert for helpful hints that will economize time, tells us there is nothing better than World's Work Soap. With it the cleaning is done in one operation. World's Work will quickly remove the dirt, will not scratch the glass, and will not necessitate a dry application before polishing. After washing the windows with the soap and water, he rinses with clear water, comfortably warm. This is followed by a brisk rubbing with a dry cloth, and at once the work is done.

In cold weather, the Larkin Silver Polish is Mr. Janitor's best friend. Even with the mercury camping at the foot of the thermometer, the windows must be cleaned regularly. After removing the dirt with soap and water—he always uses World's Work; says it saves him a world of work—he goes quickly over the glass with the solution of Silver Polish and water, allowing it to dry. Then with a soft dry cloth he removes the Silver Polish, leaving behind a brilliant polish to which he points with pride.

THE LARKIN CLUB-OF-TEN.

WHAT A DOLLAR A MONTH WILL DO.
THE HIGHEST DEVELOPMENT OF THE LARKIN IDEA.

The Club-of-Ten Organizers' Contest closed April 1st.

THE LARKIN IDEA for May will contain the names of the fortunate Prize-winners.

We believe the Contest has demonstrated to those who engaged in it that it pays to organize Larkin Clubs-of-Ten.

We believe, too, that a great amount of good has been accomplished. The woman who joins a Club easily receives benefit so material that her duties are considerably lessened.

Don't forget to tell your Club-members, and those you would like to join your Club, that our famous Sweet Home Soap is now made 15 per cent. larger than heretofore.

Our latest Order-blanks contain three recent additions, Eau de Cologne, Lavender Toilet Water and Larkin Shoe Polish. All are useful and of unsurpassed merit. Modjeska Violet Perfume is reduced from 60 to 50 cents and improved in quality.

In the out-of-door duties connected with Clubs-of-Ten a Rain Coat affords protection from inclement weather. The shelter and comfort it provides make such a garment a real necessity to one exposed to all sorts of weather. It keeps one dry when it's wet and warm when it's dry. See page 18 for description.

The Larkin Clubs-of-Ten are extraordinarily popular. One teamster in this city is kept busy delivering the soap. Almost 50% of the house-keepers of the town are either agents for or are in some manner interested

in the soap clubs, and they furnish their homes with the premiums.

—*Shamokin, (Pa.) Daily News.*

The Martha Washington Larkin Club-of-Ten was organized at the home of Mrs. Charles Mount, 623 West Thompsons Street, Monday afternoon. It being Washington's birthday the rooms were appropriately decorated in commemoration of the event, pictures being draped with the stars and stripes. A contest of writing the most words from the name of George Washington was enjoyed, and Mrs. Georgia Hallenbeck was awarded the first prize, a framed picture of Washington. Mrs. C. F. Burkhalter received a hatchet as the booby prize. Mrs. Hiatt, and Mrs. Benedict favored the members of the Club with several piano selections. A two-course luncheon was served during the afternoon. The hostess was dressed as Martha Washington. The Club meets next time with Mrs. C. L. Benedict, at No. 160 Duffield Avenue, on March 17.

—*Galesburg Register.*

IN SOAP-CLUB CIRCLES.

Greater Activity Than in Any Other Sort of Club in Town.

By far the most popular club life in Iola now is closely allied to soap. Browning, Tennyson, Current Events and other topics of interest to the average club-woman have given way to the all-absorbing topic of Larkin Soap, which is good, pure, and cleanses the finest fabric without injury. Ladies who have been club-women for years have dropped all forms of intellectual enjoyment and are giving their time to forming Larkin Clubs-of-Ten, which furnish a good quantity and a fine quality of Soaps and Premiums.

Browning clubs are out of date. Mr. Browning neglected to leave any provision for premiums for his club-members, and the ladies are deserting him.

The plan for the new club is simple. A woman secures the signature of ten members who agree to pay \$1.00 a month, for ten months. When the first \$10.00 is paid in, the promoter of the club is entitled to select a premium. The premiums consist of all sorts of household effects, good, ornamental and useful. The next \$10.00 brings a premium to the second one to sign the roll, and so on until all have been satisfied. With the premium comes Soap which, at retail, would fetch \$10.00. Those who have the premiums are enthusiastic, and when one woman tells a visitor how she got the handsome new chair as a premium, she has made a convert to the Club-of-Ten. No woman can resist the premiums offered by this popular plan; so these clubs are growing faster than any others. There are probably fifty of them in operation in Iola now, and a dozen promoters are at work on more. A club is supposed to die in ten months, but a dozen are ready to take its place. The women claim that the Premiums are worth more money than they paid in, and the Soap is secured free. If you haven't joined a Club-of-Ten you will have no trouble in getting an invitation—Iola (Kans.), *Daily Record*.

Mrs. G. W. Smith, Saginaw, Mich., writes: "We have organized our Larkin Club-of-Ten. The members enjoy our meetings, which are held at the home of the one who receives the Premium. We always serve luncheon."



Mrs. A. Douglass, Springfield, Ill., writes: "I have organized one Larkin Club-of-Ten and another one is nearly completed. I very much enjoy the work connected with my Clubs, which are of such material benefit to the women who join them. I am glad to be able to help them, and at the same time receive benefit myself."

Mrs. Wm. A. Lemm-ler, Peru, Ill., writes: "I am so well pleased with the Soaps and Premiums I have received from you, that I have organized a Larkin Club-of-Ten.



It was not purely a spirit of charity that induced me to spread the gospel of liberal dealing—I wished the Certificates obtained by the organizer. At the same time, I knew I was helping each member to benefit herself by becoming acquainted with the easy method of getting Soaps and Premiums with a dollar a month. Verily, a laborer is worthy of his hire."



A LARKIN CLUB-OF-TEN.

MRS. ISABEL WHITE, SEC'Y, ATTLEBORO, MASS.



Mother Earth will soon be garbed in her new mantle of green, garnished with blossoms of various hues.

This great wonder-worker presents a charming example for us to follow.

She inspires us to cast aside much that has served us well during the months of winter; when spring greets us with her balmy breath, and the warmth and sunshine sets us all aglow, we seek for things new and suitable for the season.

I have collected some Premiums that have not been offered before, and which I believe will find favor with girls who wish for seasonable things.

First, please see the illustration of our new Rain Coats on second cover page; then read the description on page 18.

Coat No. 665 is a stylish and serviceable garment. It looks just like the picture. Not only will it keep you dry on a wet day, but it is a fine general-wear wrap for any day one needs an outer garment.

The girl who tries may easily earn one—and what an opportunity it is! In a few hours she may earn a coat that costs \$25.00 at the store.



The Sewing Set, free for one Certificate, is dainty and useful. Set consists of fine Steel Scissors with sterling-silver handles; sterling-silver Thimble; Emery-ball with sterling-silver trimming. In a heart-shaped

leatherette box, size $3\frac{3}{8} \times 4\frac{1}{2}$ in., with white satin lining.

Give size of thimble desired.

For warm weather, commencement, parties, etc., we have a handsome Silk Gauze Fan free for one Certificate. It



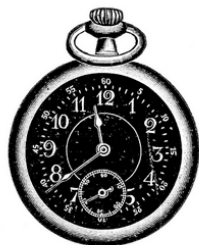
is a fine, hand-painted White Silk Gauze Fan with aluminum span-gles, lace top and profuse

lace insertion; 18 carved white-bone sticks. Length, closed, 9 in.

Another pretty and useful premium is our new Gun Metal Watch, free with \$10.00 worth of Soaps.

Case is made of Gun Metal, highly polished; gold-filled joints, pendant bow and crown. Swiss movement has genuine straight-line lever escapement with chronometer balance; stem wind and stem set. Dials are of dark blue translucent enamel with gold figures, minute dots and hands.

Case will never wear out, and movement is a guaranteed timekeeper.



Mildred Levisque, Fort Fairfield, Me., writes: "I am fifteen years old, and I've easily earned six of your useful Premiums and have the seventh order nearly ready to send. I think the Larkin Soaps are the very best we ever used in our house.

I hope you will have very great success."

Lulu Gurtner, Peru, Ind., writes: "I wish to join the other girls in the Cozy-corner, as I have been very successful in taking orders for your easy selling Soaps. So far, I have sent eight \$10.00 orders, and I do not intend to stop here. I like your Premiums—that's why I am working for more of them."



Mrs. N. E. Packard, Columbus, Ohio, writes: "I send a picture of my daughter Florence, fifteen years old, who has helped me to obtain orders for your Soaps. We both regard your plan as a friend to the housewife, who not only saves a large part of her yearly Soap-bill, but earns beautiful Premiums with so little effort."



LARGER THAN IN NEW YORK.

We are all accustomed to expecting to find the largest of everything in New-York City. It is somewhat surprising, therefore, even to ourselves, to learn that the Larkin Soap-works is a third larger than New York's largest manufacturing plant. The National Biscuit Co. advertise that their factory at 10th Ave. and 15th St., New York, comprises the largest manufacturing plant in that city. It has twenty-one acres of floor-space. There are twenty-eight acres of floor-space in the Larkin Soap-works.



Mary Schmider, Fair Haven, Pa., writes: "I am thirteen years old and I've earned a great many nice and useful Premiums. So far I have sent \$220.00 worth of orders, of which I feel quite proud. I do not find it hard work to sell your Soaps as 'most everybody says the Larkin Soaps are the best there are."

A shining aspirant for your honorable service

Larkin Shoe Polish

A jet black, durable, waterproof paste polish.

Illustration is actual size.

Price per box, 10c.

Too much stress cannot be laid upon the waterproof qualities of Larkin Shoe Polish. It will be found to hold a good shine in all kinds of trying conditions incident to spring weather.



THE PRIZE PHOTOGRAPH CONTEST.

Spring will lure abroad the owners of cameras, and the result should be increased entries in the monthly Prize Contest.

Chautauqua and Seneca Cameras are good picture-makers. They need no introduction — each month specimens of their work are shown in this department.

Bessie E. Trow, Worthington, Mass., writes: "Permit me to say the Chau-

tauqua Camera I received as a premium for selling the Larkin Soaps is entirely satisfactory. My friends remark that I have the finest collection of amateur pictures they ever saw. I have sold a number of boxes of your Soaps; all my premiums correspond exactly with the description in your printed matter, and are as satisfactory as the Camera is."

In the Prize Contest that closed March 15th, the following awards were made:

Landscapes, First Prize, \$2.00, Jos. A. Bottomley, Providence, R. I.

Landscapes, Second Prize, \$1.00, W. W. Sharpe, Paterson, N. J.

Genre, First Prize, \$2.00, H. Q. Eldridge, Walloomsac, N. Y.

Genre, Second Prize, \$1.00, M. A. Yauch, Rochester, N. Y.

Blue prints cannot be entered in the Contest, as it is impossible to make reproductions from them. Please send prints on regular photographic paper.

Do not forget that the special Winter Contest closes April 15th. Photographs mailed after that date cannot be entered. The awards will be announced in THE LARKIN IDEA for May.



"WE'RE GOING TO DELIVER THE LARKIN SOAPS."

AWARDED SECOND PRIZE OF \$1.00 FOR GENRE SUBJECTS IN FEBRUARY CONTEST.
TAKEN WITH OUR CHAUTAUQUA CAMERA BY
ISIDORE FORNBERG, WATERBURY, CONN.



"FAIR LAKE ELIZABETH."

AWARDED FIRST PRIZE OF \$2.00 FOR LANDSCAPES IN FEBRUARY CONTEST.
TAKEN WITH OUR CHAUTAUQUA CAMERA BY
HENRY A. WELLS, PROVIDENCE, R. I.



"FURNISHED WITH LARKIN PREMIUMS."

AWARDED FIRST PRIZE OF \$2.00 FOR GENRE SUBJECTS IN FEBRUARY CONTEST.
TAKEN WITH OUR CHAUTAUQUA CAMERA BY
MRS. E. E. CLARK, KIRKWOOD, ILL.

THE FRIEND OF WOMEN.
KITCHEN CABINET, No. 5.
 A NEW LARKIN PREMIUM.

Cabinet with Cupboard Top, free for nine Certificates; or with \$18.00 worth of Soaps, for \$18.00.

Cabinet alone, free for five Certificates; or with \$10.00 worth of Soaps, for \$10.00.
 Cupboard Top alone, free for four Certificates.



A CONVENIENTLY arranged Kitchen Cabinet, made of hard White Maple with gloss finish. Base has whitewood top and contains one drawer $17 \times 18\frac{1}{4} \times 4$ in., and one, $20\frac{1}{2} \times 18\frac{1}{2} \times 4$ in., divided into compartments; large cupboard, $21\frac{1}{2} \times 17 \times 15$ in. A special feature is the patent rolling, round-bottom flour-bin $20\frac{1}{2} \times 15 \times 21\frac{1}{2}$ in., which is divided to hold two kinds of flour or meal. A maple kneading-board $20\frac{1}{2}$ in. square and cutting-board $10\frac{1}{2} \times 17$ in. Top, 25×46 in.; 30 in. high. Brass drawer-pulls. Cupboard Top is $26\frac{1}{2}$ in. high, 45 in. wide, 9 in. deep. Has two drawers $14 \times 8 \times 3$ in. and two, $6\frac{3}{4} \times 8 \times 3$ in. The two cupboards are $13\frac{3}{4} \times 10\frac{1}{4} \times 8\frac{1}{4}$ in.

Larkin Street, *Larkin Soap Co.* Buffalo, N. Y.

ESTABLISHED, 1875.

— NEW PATTERN —

Chautauqua Rocker and Reclining Chair

LATEST IMPROVEMENTS.

FREE For five Certificates ; or with \$10.00
worth of the Larkin Soaps, for \$10.00.



RECLINING back can be adjusted by a patent device to five positions, and changed at will by occupant. Seat and back are made easy by oil-tempered spiral springs. Strong and simple in construction.

Choice of Oak, in polished Golden Oak finish, or Birch with polished Mahogany finish. Upholstered with check-pattern Velour in Crimson, Tobacco Brown or Olive, stuffed with best tow. Seat is 21 in. wide between arms, 22 in. long, and 18 in. from floor. The back measures 27 in. from seat to top of head-rest. Chair has an adjustable foot-rest, 13½ in. high, and when it is hidden beneath the seat, becomes a Spring Rocker of handsome design. Over three hundred thousand Chautauqua Reclining Chairs are in homes of Larkin Customers.

Larkin Street, **Larkin Soap Co.** *Buffalo, N. Y.*
ESTABLISHED, 1875.